WHAT IS CLAIMED IS:

- 1 1. A method of operating a system to process image data
- 2 for storage and retrieval, the method comprising the steps
- 3 of:
- 4 analyzing said image data to be encoded to
- 5 determine, for each image represented by the image data, a
- 6 level of encoding complexity;
- 7 encoding said image data according to a first
- 8 encoding format to generate first encoded image data; and
- 9 storing with the first encoded image data
- 10 encoding complexity level information indicating at least
- 11 one determined level of encoding complexity associated with
- 12 the first encoded image data.
 - 1 2. The method of claim 1, further comprising the step of:
 - 2 retrieving the first encoded image data and
- 3 encoding complexity level information from the storage
- 4 device;
- 5 decoding the first encoded image data to generate
- 6 decoded image data;
- determining at least one encoding parameter to be
- 8 used to re-encode the decoded image data as a function of
- 9 the retrieved encoding complexity level information; and
- 10 re-encoding the generated decoded image data
- 11 using the encoding parameter determined as a function of
- 12 the retrieved encoding complexity level information.

- 1 3. The method of claim 1, further comprising the steps
- 2 of:
- 3 performing an automated image content analysis
- 4 operation on at least one image represented by said image
- 5 data; and
- storing, with the first encoded image data, image
- 7 content description information generated by performing
- 8 said content analysis operation.
- 1 4. The method of claim 3, further comprising the steps
- 2 of:
- 3 receiving image content information from a user
- 4 of the system; and
- storing, with the first encoded image data and
- 6 the image content description information generated by
- 7 performing said content analysis operation, the image
- 8 content description information received from the system
- 9 user.
- 1 5. The method of claim 3 further comprising the steps of:
- 2 retrieving the first encoded image data and image
- 3 content description information from the storage device;
- 4 decoding the first encoded image data to generate
- 5 decoded image data;
- 6 determining at least one encoding parameter to be
- 7 used to re-encode the decoded image data as a function of
- 8 the retrieved image content description information; and
- 9 re-encoding the generated decoded image data
- 10 using the encoding parameter determined as a function of
- 11 the retrieved image content description information.

- 1 6. The method of claim 1, further comprising the step of:
- selecting, based on the determined encoding
- 3 complexity level information, an image represented by the
- 4 first encoded image data, to be viewed after decoding.
- 1 7. The method of claim 6, further comprising the step of:
- decoding the encoded image data representing the
- 3 selected image to generate decoded image data; and
- 4 displaying the decoded selected image on a
- 5 display device.
- 1 8. The method of claim 7, wherein said step of decoding
- 2 the encoded image data is performed as part of said
- 3 encoding step.
- 1 9. The method of claim 1, further comprising:
- 2 selecting the first encoding format from a
- 3 plurality of supported encoding formats, as a function of
- 4 the determined level of encoding complexity.
- 1 10. The method of claim 9, further comprising the step of:
- 2 receiving data storage limitation information;
- 3 and
- 4 wherein the step of selecting the first encoding
- 5 format is also performed as a function of the received data
- 6 storage limitation information.
- 1 11. The method of claim 1, further comprising the step of:
- 2 retrieving the first encoded image data and
- 3 encoding complexity level information; and

- 4 using the retrieved encoding complexity level
- 5 information to identify at least one data format suitable
- 6 for distributing an image represented by the first encoded
- 7 image data, the identified data format being different from
- 8 the first encoding format.
- 1 12. The method of claim 11, further comprising the step
- 2 of:
- 3 presenting to a user of the system a plurality of
- 4 data formats suitable for distributing the image
- 5 represented by the first encoded image data, the identified
- 6 data format being one of said plurality of presented data
- 7 formats;
- 8 receiving from the user information selecting one
- 9 of the presented data formats for use in distributing the
- 10 image; and
- 11 converting at least a portion of the first
- 12 encoded image data from the first encoding format to the
- 13 user selected data format.
 - 1 13. The method of claim 1, wherein the step of analyzing
 - 2 image data to be encoded to determine, for each image
 - 3 represented by the image data, a level of encoding
 - 4 complexity includes:
 - 5 generating an activity measure for at least one
 - 6 image represented by said image data.
 - 1 14. The method of claim 1, wherein the step of analyzing
 - 2 image data to be encoded to determine, for each image
 - 3 represented by the image data, a level of encoding
 - 4 complexity includes:

- 5 generating a measure of the luminance variance
- 6 throughout at least one image represented by said image
- 7 data.
- 1 15. The method of claim 1, wherein the step of analyzing
- 2 image data to be encoded to determine, for each image
- 3 represented by the image data, a level of encoding
- 4 complexity includes:
- 5 generating a measure of the chrominance variance
- 6 throughout at least one image represented by said image
- 7 data.
- 1 16. The method of claim 1, wherein the step of analyzing
- 2 image data to be encoded to determine, for each image
- 3 represented by the image data, a level of encoding
- 4 complexity includes:
- 5 generating a measure of the motion between at
- 6 least two complete frames, each frame corresponding to a
- 7 different image.
- 1 17. The method of claim 1, further comprising:
- 2 generating true motion vectors indicating motion
- 3 between a first image and a second image;
- 4 generating in accordance with the first encoding
- 5 format, as part of said step of encoding said image data, a
- 6 set of motion vectors indicating motion between said first
- 7 image and said second image, said set of motion vectors
- 8 including at least some motion vectors which are different
- 9 form said true motion vectors; and

- 10 storing the true motion vectors with the first
- 11 encoded image data which includes said set of motion
- 12 vectors.
 - 1 18. A method of operating a system to process image data
 - 2 for storage and retrieval, the method comprising the steps
 - 3 of:
 - 4 performing an automated scene analysis operation
 - 5 on said image data to be encoded to generate image content
 - 6 information;
 - 7 encoding said image data according to a first
 - 8 encoding format to generate first encoded image data; and
- g storing the generated image content information
- 10 in a file with the first encoded image data.
 - 1 19. The method of claim 18, further comprising:
- 2 receiving additional image content information
- 3 from a user of the system;
- 4 storing the additional image content information
- 5 in said file with the first encoded image data;
- 6 retrieving from storage the stored first encoded
- 7 image data, said generated content information, and said
- 8 additional content information;
- 9 selecting a second encoding format to be used for
- 10 outputting images represented by said first encoded image
- 11 data as a function of at least one of said generated
- 12 content information and said additional content
- 13 information; and
- 14 re-encoding said first encoded image data to said
- 15 second encoding format to generate second encoded image
- 16 data.

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- 1 20. The method of claim 19, wherein the generated image
- 2 content information indicates the pictorial content of an
- 3 image.
- 1 21. The method of claim 20, wherein the additional image
- 2 content information includes a description of the pictorial
- 3 content of at least one image.
- 1 22. The method of claim 20, wherein the step of
- 2 re-encoding said first encoded image data includes:
- decoding said first encoded image data to
- 4 generate decoded image data; and
- 5 re-encoding said first encoded image data using
- 6 at least one encoding parameter generated as a function of
- 7 said generated image content information.
- 1 23. A system for processing image data for storage and
- 2 retrieval purposes, the system comprising:
- 3 a scene analysis module for performing scene
- 4 analysis on said image data to generate image content
- 5 information;
- 6 means for receiving additional image content
- 7 information from a user of the system;
- an encoder for encoding said image data according
- 9 to a first encoding format to generate first encoded image
- 10 data; and
- a storage device for storing the first encoded
- 12 image data, said generated image content information and
- 13 said additional image content information in a file.

- 1 24. The system of claim 23, further comprising:
- 2 means for retrieving from storage the stored
- 3 first encoded image data, said generated content
- 4 information, and said additional content information;
- 5 means for selecting, as a function of at least
- 6 one of said generated content information and said
- 7 additional content information, a second encoding format to
- 8 be used for outputting images represented by said first
- 9 encoded image data; and
- a second encoder for re-encoding said first
- 11 encoded image data to said second encoding format to
- 12 generate second encoded image data.
- 1 25. A system for processing data including at least one of
- 2 image data and audio data, the system comprising:
- an analysis module for analyzing data to be
- 4 encoded and to assign one of a plurality of encoding levels
- 5 of complexity to the data to be encoded;
- an encoder for generating encoded data from said
- 7 data to be encoded;
- a file wrapper module for incorporating an
- 9 encoding complexity level identifier indicating the
- 10 encoding complexity level assigned to said data to be
- 11 encoded and said encoded data into a single file; and
- a data storage device for storing said single
- 13 file.
 - 1 26. The system of claim 25, wherein the encoded data is
- 2 encoded image data, the system further comprising:
- a preview module coupled to said encoder and said
- 4 analysis module for displaying a subset of the images

- 5 represented by encoded data generated by said encoder, the
- 6 displayed images being selected for display as a function
- 7 of encoding complexity level information associated with
- 8 said encoded data.
- 1 27. The system of claim 20, wherein the preview module
- 2 selects images represented by image data assigned a higher
- 3 than average encoding complexity level for display.